



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

# CONTRACT

<u>Contract / Revision</u> 204252 /		<u>Alt Order #</u> 06850591
<u>Product</u> FRIENDS/CHRIS MURPHY		
<u>Contract Dates</u> 09/10/12 - 09/16/12		<u>Estimate #</u>
<u>Advertiser</u> POL/Murphy for Senate (D)		<u>Original Date / Revision</u> 09/07/12 / 09/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> ZZZZ	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Message & Media Inc**  
**100 Albany Street**  
**New Brunswick, NJ 08901**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	09/10/12	09/14/12	News 8 @ 5a-6a	5a-6a		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	M-WTF--				5	\$250.00			
N 2	WTNH	09/10/12	09/14/12	News 8 @ 5a-6a	5a-6a		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	M-WTF--				5	\$300.00			
N 3	WTNH	09/10/12	09/14/12	News 8 @ 6a	6a-7a		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	M-WTF--				5	\$350.00			
N 4	WTNH	09/10/12	09/14/12	GMA	7a-9a		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	M-WTF--				5	\$350.00			
N 5	WTNH	09/15/12	09/16/12	SaSu 6a-8a	6a-8a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----SS				2	\$150.00			
N 6	WTNH	09/15/12	09/16/12	GMA SaSu	8a-9a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----SS				2	\$300.00			
N 7	WTNH	09/16/12	09/16/12	ABC This Week	9a-10a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S				1	\$500.00			
N 8	WTNH	09/10/12	09/14/12	M-F 9a-10a	9a-10a		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	M-WTF--				5	\$250.00			
N 9	WTNH	09/10/12	09/14/12	The View	11a-12p		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	M-WTF--				5	\$450.00			
N 10	WTNH	09/10/12	09/14/12	News 8 Noon	12p-1230p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	M-WTF--				5	\$300.00			
N 11	WTNH	09/10/12	09/14/12	The Chew	1p-2p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	M-WTF--				5	\$300.00			
N 12	WTNH	09/10/12	09/14/12	Katie	3p-4p		:30			NM	5	\$1,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WTNH**  
**8 Elm Street**  
**New Haven, CT 06510**  
**(203) 784-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
204252 /	06850591

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/10/12 - 09/16/12	FRIENDS/CHRIS MURP	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Murphy for Senate (I	09/07/12 / 09/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$300.00			
N 13	WTNH	09/10/12	09/14/12	Early Fringe M-F	4p-5p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$350.00			
N 14	WTNH	09/10/12	09/14/12	News 8 5p-6p	5p-6p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$500.00			
N 15	WTNH	09/10/12	09/14/12	News 8 6p-630p	6p-630p		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$700.00			
N 16	WTNH	09/15/12	09/15/12	Sa News 8 @ 7p	7p-730p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$300.00			
N 17	WTNH	09/16/12	09/16/12	Su News 8 @ 6p	6p-630p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$350.00			
N 18	WTNH	09/10/12	09/14/12	M-F 7p-730p	7p-730p		:30			NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$1,400.00			
N 19	WTNH	09/10/12	09/16/12	Late News 8	11p-11:35p		:30			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTFSS				5	\$800.00			
N 20	WTNH	09/15/12	09/15/12	ABC College Football Prime	ABC College Footb		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$1,000.00			
N 21	WTNH	09/15/12	09/15/12	ABC College Football	ABC College Footb		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$500.00			
Totals											79	\$36,550.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/16/12	79	\$36,550.00	\$31,067.50
<b>Totals</b>	<b>79</b>	<b>\$36,550.00</b>	<b>\$31,067.50</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order# 6850591 Ver# 3 Status Revised Traffic Order# 09/07/2012 3:30 PM Printed: 09/07/2012 3:12 PM 1 of 3  
 EC'd Yes Last Received: 09/07/2012 3:12 PM Showing Buylines: All Lines

Station	WTNH-TV NEW HAVEN, CT.	Agency	( ) MESSAGE & MEDIA	Rep Firm	
Advertiser	( ) FRNDS OF C. MURPHY		100 ALBANY ST.	Sales Office	( ) PHILADELPHIA
Product	FRIENDS/CHRIS MURPHY		NEW BRUNSWICK, NJ 08901	Salesperson	( ) KATE BRADY
Estimate#		Agency C/P1/P2/E		Salesperson Phone#	215-567-6005
Buyer	LEAH CASTERLIN	Flight Dates	09/10/2012 - 09/16/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

--- CONTRACT COMMENT ---

FRIENDS OF CHRIS MURPHY SC=\*

--- REMARKS ---

ADV & AGENCY CODES UPDATED  
PLS CONFIRM  
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	09/10-09/14	M,W-F	5A-530A	5	:30	\$250.00		5		1	\$1,250.00	
	Buyline Comment: GD MRN CT											
2	09/10-09/14	M,W-F	530A-6A	5	:30	\$300.00		5		1	\$1,500.00	
	Buyline Comment: GD MRN CT											
3	09/10-09/14	M,W-F	6A-7A	5	:30	\$350.00		5		1	\$1,750.00	
	Buyline Comment: GD MRN CT											
4	09/10-09/14	M,W-F	7A-9A	5	:30	\$350.00		5		1	\$1,750.00	
	Buyline Comment: GMA											
5	09/15-09/16	SA-SU	6A-8A	2	:30	\$150.00		2		1	\$300.00	
	Buyline Comment: CM CT WKEND											
6	09/15-09/16	SA-SU	8A-9A	2	:30	\$300.00		2		1	\$600.00	
	Buyline Comment: GMA WKEND											
7	09/16-09/16	SU	9A-10A	1	:30	\$500.00		1		1	\$500.00	
	Buyline Comment: THIS WEEK											
8	09/10-09/14	M,W-F	9A-10A	5	:30	\$250.00		5		1	\$1,250.00	
	Buyline Comment: DR PHIL											

BuyLine Comment: GD MRN CT

Buyline Comment: CD MRN CT

Buyline Comment: GD MRN CT

Buyline Comment: GMA

Buyline Comment: GM CT WKEND

Buyline Comment: GMA WKEND

Buyline Comment: THIS WEEK

Buyline Comment: DR PHIL

Rep Order# 6850591  
EC'd Yes

Ver# 3 Status Revised

Traffic Order#

Printed: 09/07/2012 3:30 PM  
Last Received: 09/07/2012 3:12 PM  
Showing Buylines: All Lines

2 of 3

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) FRNDS OF C. MURPHY  
Product FRIENDS/CHRIS MURPHY  
Estimate#  
Buyer LEAH CASTERLIN  
Phone#  
Fax#

Agency ( ) MESSAGE & MEDIA  
100 ALBANY ST.  
NEW BRUNSWICK, NJ 08901  
Agency C/P1/P2/E  
Flight Dates 09/10/2012 - 09/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
10	09/10-09/14	M,W-F	11A-12P	5	:30	\$450.00	THE VIEW Buyline Comment: THE VIEW	5		1	\$2,250.00	
11	09/10-09/14	M,W-F	12P-1230P	5	:30	\$300.00	NEWS Buyline Comment: NEWS	5		1	\$1,500.00	
12	09/10-09/14	M,W-F	2P-3P	5	:30	\$300.00	THE CHIEF Buyline Comment: THE CHIEF	5		1	\$1,500.00	
13	09/10-09/14	M,W-F	3P-4P	5	:30	\$300.00	KATIE COURIC Buyline Comment: KATIE COURIC	5		1	\$1,500.00	
14	09/10-09/14	M,W-F	4P-5P	5	:30	\$350.00	JUDGE JUDY Buyline Comment: JUDGE JUDY	5		1	\$1,750.00	
15	09/10-09/14	M,W-F	5P-6P	5	:30	\$500.00	NEWS Buyline Comment: NEWS	5		1	\$2,500.00	
16	09/10-09/14	M,W-F	6P-7P	5	:30	\$700.00	NEWS Buyline Comment: NEWS	5		1	\$3,500.00	
17	09/15-09/15	SA	7P-730P	1	:30	\$300.00	NEWS Buyline Comment: NEWS	1		1	\$300.00	
18	09/16-09/16	SU	6P-630P	1	:30	\$350.00	NEWS Buyline Comment: NEWS	1		1	\$350.00	
19	09/10-09/14	M,W-F	7P-730P	5	:30	\$1,400.00	JEOPARDY Buyline Comment: JEOPARDY	5		1	\$7,000.00	
20	09/10-09/16	M,W-SU	11P-1135P	5	:30	\$800.00	LATE NEWS Buyline Comment: LATE NEWS	5		1	\$4,000.00	

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) FRNDS OF C. MURPHY  
Product FRIENDS/CHRIS MURPHY  
Estimate#  
Buyer LEAH CASTERLIN  
Phone#  
Fax#

Agency ( ) MESSAGE & MEDIA  
100 ALBANY ST.  
NEW BRUNSWICK, NJ 08901  
Agency C/P1/P2/E  
Flight Dates 09/10/2012 - 09/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
21	09/15-09/15	SA	8P-11P	1	:30	\$1,000.00		1		1	\$1,000.00	
Buyline Comment: COLLEGE FOOTBALL												
22	09/15-09/15	SA	330P-7P	1	:30	\$500.00		1		1	\$500.00	
Buyline Comment: COLLEGE FOOTBALL												

---REPORT TOTALS---

Report Totals: 79 / \$36,550.00

---SALES MONTHLY TOTALS---

Sep 12: 79 / \$36,550.00

Sales Totals: 79 / \$36,550.00

Station Totals: 79 / \$36,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$137,665	CABL 0%	WCCT 0%	WCTX 1%	WFSB 39%	WHCT 0%
		WRDM 0%	WTIC 9%	WTNH 26%	WUVN 0%	WVIT 22%
		XXX 0%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6850591 Ver# 1 Status New Traffic Order# 204252 Printed: 09/07/2012 2:15 PM 1 of 3  
 EC'd Yes Last Received: 09/07/2012 2:14 PM  
 Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.  
 Advertiser ( ) POLITICAL  
 Product FRIENDS/CHRIS MURPHY  
 Estimate#  
 Buyer LEAH CASTERLIN  
 Phone#  
 Fax#

Agency ( ) ZZZ  
 ZZZ, ZZ 99999  
 Agency C/P1/P2/E  
 Flight Dates 09/10/2012 - 09/16/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) KATE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---  
 FRIENDS OF CHRIS MURPHY SC=\*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	09/10-09/14	M,W-F	5A-530A	5	:30	\$250.00	3	5		1	\$1,250.00	
	Buyline Comment: GD MRN CT											
2	09/10-09/14	M,W-F	530A-6A	5	:30	\$300.00	3	5		1	\$1,500.00	
	Buyline Comment: GD MRN CT											
3	09/10-09/14	M,W-F	6A-7A	5	:30	\$350.00	3	5		1	\$1,750.00	
	Buyline Comment: GD MRN CT											
4	09/10-09/14	M,W-F	7A-9A	5	:30	\$350.00	3	5		1	\$1,750.00	
	Buyline Comment: GMA											
5	09/15-09/16	SA-SU	6A-8A	2	:30	\$150.00	3	2		1	\$300.00	
	Buyline Comment: GM CT WKEND											
6	09/15-09/16	SA-SU	8A-9A	2	:30	\$300.00	3	2		1	\$600.00	
	Buyline Comment: GMA WKEND											
7	09/16-09/16	SU	9A-10A	1	:30	\$500.00	2	1		1	\$500.00	
	Buyline Comment: THIS WEEK											
8	09/10-09/14	M,W-F	9A-10A	5	:30	\$250.00	3	5		1	\$1,250.00	
	Buyline Comment: DR PHIL											
10	09/10-09/14	M,W-F	11A-12P	5	:30	\$450.00	3	5		1	\$2,250.00	
	Buyline Comment: THE VIEW											
11	09/10-09/14	M,W-F	12P-1230P	5	:30	\$300.00	3	5		1	\$1,500.00	
	Buyline Comment: NEWS											

OK 2/7



Rep Order# 6850591 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 09/07/2012 2:15 PM  
Last Received: 09/07/2012 2:14 PM  
Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.  
Advertiser ( ) POLITICAL  
Product FRIENDS/CHRIS MURPHY  
Estimate#  
Buyer LEAH CASTERLIN  
Phone#  
Fax#

Agency ( ) ZZZ  
ZZZ  
ZZZ, ZZ 99999  
Agency C/P1/P2/E  
Flight Dates 09/10/2012 - 09/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) KATE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---REPORT TOTALS---

Report Totals: 79 / \$36,550.00

---SALES MONTHLY TOTALS---

Sep 12: 79 / \$36,550.00  
Sales Totals: 79 / \$36,550.00  
Station Totals: 79 / \$36,550.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,677	CABL 0%	WCCT 0%	WCTX 2%	WFSB 0%	WHCT 0%
		WRDM 0%	WTIC 16%	WTNH 43%	WUVN 0%	WVIT 36%
		XXX 0%				

Books null  
Demos RA35+

--- CREDIT RISK ---

INSUFFICIENT INFO FOR CREDIT ASSESSMENT





*Political Inquiry Form*

To: Station Political File  
cc: Station Political Specialist  
Petry Political File (Philadelphia/Kate Brady)  
Petry Office File

Date: Sept 6, 2012

Account Executive: \_\_\_\_\_ Office: \_\_\_\_\_  
Name of Candidate: Chris Murphy  
Political Affiliation: Democrat  
Election Date: November 6, 2012 Type of Election: General  
City, State, Municipality: Connecticut  
Office Sought: US Senate

Inquiry Made By: Leah Casterlin  
Agency / Organization: Message and Media  
Address: 100 Albany St  
New Brunswick, NJ 08901  
Telephone: 743-246-8291 Fax: 732-937-6721

Sponsoring Group / Committee: Friends of Chris Murphy  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Committee Members...Chairperson:  
Treasurer: Kath Altobello Other: \_\_\_\_\_  
Commercial Length: :30 XX :60 \_\_\_\_\_ Other: \_\_\_\_\_

Programs / Dayparts Requested: All

Station Offer: \_\_\_\_\_

Station Political Disclosure Statement:  
Submitted to: \_\_\_\_\_ Date: \_\_\_\_\_  
Stations Requested: \_\_\_\_\_